NEERAJ KUMAR

Phone: +91-9784820828, 9650396013
E-Mail: niksidil4u@gmail.com, neerajjarial1@gmail.com

Achievement – Accomplished professional with expertise in UI/UX Design, Customer Experience (CX), Web and Mobile Design, and B2B SaaS Product Design, seeking challenging assignments with a reputable organization in the IT industry.

|| Profile Snapshot ||||||||||||

- Result-oriented professional with over 16 years of extensive experience in Product Design, UX/UI, and Web Design.
- Proficient in conducting research, analysis, design, implementation, and deployment of modern business web applications.
- A creative designer skilled in analyzing campaign requirements, highlighting key features, conducting user research, applying design thinking, performing user interviews, and creating impactful visual designs.
- Extensive experience in maintaining continuous interaction with customers to address concerns and enhance service levels.
- Extensive expertise in Figma, Sketch, Adobe XD, Balsamiq, Adobe Creative Suite 2024, Axure RP, Webflow, Zeplin, wireframing HTML5, CSS3, JavaScript, Twitter Bootstrap, Tailwind CSS, WordPress, and other related applications.
- Team player with effective communication, analytical, presentation and organizational skills

|| Key Skills ||||||||||||

~ User Interface Designing (UI)	~ Interface Design	~ Figma
~ Product Design	~ (UI) Design	~ Adobe XD
~ Adobe creative cloud	~ Typography	~ Sketch
~ Bootstrap	~ Wireframing	~ Interaction Design
~ Mobile App	~ User Flows	~ Responsive Web Design
~ Collaboration Skills	~ Web Application	~ User Experience (UX) Design
~ Feedback Handling	~ Information Architecture	~ interaction design
~ Visual Design	~ Usability Analysis	~ Layout and Composition
~ Project manager	~ sketching	~ Information Architecture
~ adobe	~ Photoshop	~ User-Centred Thinking
~ mockups	~ User Research	~ User experience design
~ Agile	~ Portfolio	~ ux design
~ Invision	~ user experience design	~ prototype
~ story writing	~ Technology Solutions	~ user scenarios
~ Human computer interaction	~ UI/UX	~ User Research
~ ux	~ HTML/CSS	~ Usability Testing

|| Work Experience ||||||||||||

July'24- Dec'24   **3i-infotech, Noida as a Technical Lead UX/UI Designer**

Client: Oman Medical Specialty Board (OMSB)

Key Result Area:
- 9+ years of professional interaction design experience (even if your job title was different, such as UX Designer or Product Designer).Transform research insights into outstanding user experiences, guiding designs from initial concepts to final implementation.
- Exceptional design skills, demonstrated through a portfolio showcasing recent work.
- Strong presentation and storytelling abilities, confidently conveying ideas and concepts.
- Proven experience leading interaction design within multifunctional teams.
- Proficiency with modern design tools, prototyping techniques, and methodologies.
- Alignment with frog's values and a passion for creating products that fulfill both functional and emotional needs.
- Develop a deep understanding of customer challenges to design contextually relevant solutions.

- Work with a diverse range of professionals, including design researchers, content designers, developers, and product owners, across global teams.
- Engage in constructive feedback exchange, fostering an environment of honesty, growth, and collaboration.
- Provide constructive feedback and guidance to peers, enhancing their work and supporting their professional development.
- Champion a culture that values diversity, transparency, and teamwork.

Mar'23- Oct'23   **Intraedge, Kalyani Nagar, Pune as Sr. UI/UX designer**

Client: American Express: The B2B and Digital Payments Tracker (Banking Domain)
Location : Bangalore

Key Responsibilities:
- Investigating user experience design requirements for our suite of digital assets.
- Developing and conceptualizing a comprehensive UI/UX design strategy for the brand.
- Producing high-quality UX design solutions through wireframes, visual and Interaction designs, flow diagrams, storyboards, site maps, and prototypes.
- Designing UI elements and tools such as navigation menus, search boxes, tabs, and widgets for our digital assets.
- Testing UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages.
- Collaborating with the marketing team, and internal and external designers to ensure the creation and delivery of tailored experiences for the digital user.
- Providing advice and guidance on the implementation of UX research methodologies and testing activities in order to analyze and predict user behavior.
- Adhering to style standards on typography and Visual design
- Interact with customers to understand their pain points around how they spend money and come up with solutions to solve them.
- Plan and execute user testing of your designs.
- Work closely with PMs, engineers, and Customer Success to define the user experience we deliver throughout the product from initial definition to launch.
- Design workflows and interactions that are simple and easy to use.
- Communicate your design thinking and ideas through wireframes, mockups, and hi-fidelity visual designs.
- Contribute to and build on our design system.

Skills & Experience:
- A Master's degree and a of 15+ years' UI/UX design experience for digital products or services.
- A portfolio of professional UI/UX design work for both web and mobile platforms.
- Working knowledge of the following technologies and software: Sketch, InVision, Visio, HTML, CSS (SCSS), iOS, Android, Design Systems and Adobe Creative Suite.
- A team player but can work independently too
- Excellent written and verbal communication skills in English,
- Multi-tasking and time-management skills, with the ability to prioritize tasks.

Link : https://drive.google.com/drive/folders/1yoD-UnPYtPb8Ty8HCbNDDlgW_4SKpimb?usp=sharing

Sep'22– Feb'23   **IQMATRIX, Technopark Trivandrum, Kerala as Sr. UI UX Designer/Developer**

Client: Unipart and Land Rover & Jaguar: B2B Marketplace
Location : Mumbai

Key Result Areas:
- Creating interactive and engaging UX screens for web and mobile applications. Expert in Prototyping tools (Figma, Adobe XD mock-ups)
- Designing captivating and professional presentations
- Working with clients, engaging with them through discussions about design style recommendations and produce require layouts.
- Design and deliver wireframes, user stories, user journeys, and mock-ups optimized for a wide range of devices and interfaces.
- Strong UX research and design skills.
- Translate concepts into user flows, wireframes, mock-ups, and prototypes that lead to intuitive user experiences.

- Facilitate the client's product vision by researching, conceiving, sketching, prototyping, and user-testing experiences for digital products.
- Take a user-centred design approach and rapidly test and iterate your designs.
- Knowledge about the colour science.
- Ability to work collaboratively in a team environment.
- Skills to communicate complex ideas effectively.
- Organised and flexible
- Create low fidelity wireframes of sites/features (ranging from paper-and-pencil concepts to wireframes or interactive prototypes) for internal review and brain storming.
- Making sure all the outputs are based on User Centric Design approach.
- Conduct Usability Testing
- Conduct User Research, User Interview, and work toward ideation creation
- Able to explain his/her design philosophy verbally and in writing and Follow the Brand standards Capable of gauging technical feasibility along with prototype.
- Experience in design, with proven experience leading human centred design projects and teams.
- Depth knowledge and experience of Interaction Design and Service Design across varied users, business problems, systems and services.
- End to end experience of managing design activities across the user-centred design process including strong design research skills, iterative design and prototyping and facilitation of usability testing.
- Ability to produce high quality artefacts such as personas, journey maps, task models, wireframes and interactive prototypes.

Feb'14– Aug'22   ArcGate, Udaipur, Rajasthan as Sr. UX Designer

Client: ICICI Bank (Banking Domain), we work, Indeed, Ampush, Patrika, Point5, one paperlane, workmob, Arcgate : Arcgate is a B2B company that provides business services.
Location : Udaipur, Rajasthan

Key Result Areas:

- Preparing web design and front-end development by using HTML5 CSS3, jQuery, Bootstrap and cross-browser & cross-device compatibility
- Experience in creating icons and icon fonts
- Entering and managing defects in bug tracking system such as JIRA, Asana
- Collaborating with clients to provide suitable solution as per the requirements; maintaining progressive business relations with them
- Conducting feasibility test by working with Java, Bootstrap of the project
- Developing UX designs that complement requirements of the campaign and executing the same within given time frame
- Providing technical as well as creative guidance to the team of UX / UI & Web Designers to help them create products as per theme, message and ideology of the campaign
- Monitoring the implementation of website UI UX to ensure the adherence with the business theme
- UX Team Lead is responsible for managing the design team and helping the team to apply user-centered design methods to translate user needs, business objectives and technology capabilities into best-in-class user experiences.
- Manage and mentor a team of 35-member design team.
- Do performance evaluation.
- Leadership responsibility and oversight for the development and deliverables execution of a design team focused on the areas of design, user research, and human factors.
- Create, and evaluate, multiple experiential/organizational modals.
- Design for simplicity and ease of use.
- Create simple data visualizations, both interactive and static.
- Design both web and native mobile apps. Establish design conventions that go across devices
- Plan and conduct user research, and derive insights based on learnings
- Strong communication skills that enable smooth work style with other designers, directors, digital
- Product managers, technology teams and vendors Lead effective design workshops with participants from all levels and areas of expertise.
- Improve and optimize UI/UX for software application using WPF and .NET Framework.
- Produce detailed guidelines that explain interactions and product experiences
- Work within both an agile and waterfall operational methods.
- Proficiency with Figma, Adobe XD, Sketch, Invision, Origami Studio 3 and Framer.

- Video Editing Professional with 10 Years of Experience in Producing High-Quality Content

Accomplishments:
- Successfully completed One Paper Lane project before the specified time
- Implemented the use of Sketch & Flinto technologies in workmob.com

Sep'13 – Jan'14   Revinfotech Pvt. Ltd., Ludhiana, Punjab as Senior Web Designer

Key Result Area:
- Created logo, banner design, graphic design and web design for the organization
- Creating interactive and engaging UX screens for web and mobile applications.
- Working with clients, engaging with them through discussions about design style recommendations and produce require layouts.
- Design and deliver wireframes, user stories, user journeys, and mock-ups optimized for a wide range of devices and interfaces.
- Collaborate with design lead, product teams and pillar leads to craft end-to-end user flows.
- Knowledge of agile, lean and Iterative methodologies.
- Collaborate with business and development teams to create solutions and define requirements.
- Create high-quality UX and UI deliverables to communicate the intended user experience such as screen flow diagrams, prototypes, mock-ups, icons, and UI specification.
- Develop and maintain detailed user-interface specifications, working closely with developers to see your design through to deployment
- Maintain a user-cantered approach in design perspective and practice.

Aug'11 – Aug'13   GuavaSofts Pvt. Ltd., Ludhiana, Punjab as Senior Web Designer

Key Result Area:
- Created logo, banner design, graphic design and web design for the organization

Mar'08 – Jul'11   Jindal Infomedia Pvt. Ltd., Ludhiana, Punjab as Web Designer

Key Result Areas:
- Associated in branding the top products with associated logos, website template design, banner design, top Hollywood / Bollywood celebrities wallpapers, converted PSDs to HTML & CSS, collateral, trade show displays, print ads, packaging designs and promotional pieces
- Organized statistically successful and competitive advertising campaigns

Accomplishment:
- Received Best Designing Award in Jindal Infomedia Pvt. Ltd.

|| Education

87%	**MCA** from Sundar Nagar, Ludhiana, Punjab Technical University, Punjab
75%	**B.Sc. (IT)** from Firoz Gandhi Market, Ludhiana, Punjab Technical University, Punjab
70%	12th from Punjab school education Board, Jalandhar, Punjab
65%	10th from Punjab school education Board, Jalandhar, Punjab

Other Course:
- **UI/UX/Web Designing Course** from Xansa Websity, Nakodar, Punjab in 2002

|| IT Skills ||||||||||||

- Adobe Creative Cloud 2024
- Sketch
- Twitter Bootstrap
- HTML5
- CSS3
- Balsamiq
- Axure RP
- Invision studio
- Adobe XD
- Zeplin

- Figma
- Craft
- Invision
- Webflow
- Marvel
- Framer X
- Proto.io
- Miro
- Mural
- JavaScript
- Video Editing
- Flow Mapp
- Visual Sitemaps
- Wireframe.cc

- Webflow
- Framer
- UI Visual Design
- Product Management
- Design Principles
- Design System
- Mentorship
- Collaboration
- Data-informed product design development
- Prototyping
- UI Design
- User Research
- Video Editing

|| Personal Details

Date of Birth: 1st January 1983
Languages Known: English, Hindi, Punjabi
Mailing Address: 9-B, Ashok Vihar, University Road, Udaipur – 313001, Rajasthan

|| Portfolio Link

Behance :   https://www.behance.net/neeraj83
Linkedin: https://www.linkedin.com/in/neerajjarial/
Website: https://nkuma.carrd.co